



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Greg Benson and Edward Hackbarth )  
App. No. : 09/456,796 )  
Filed : December 8, 1999 )  
For : SYSTEM AND METHOD FOR )  
CONTROLLING USAGE OF )  
DIGITAL OBJECTS )  
Examiner : Not Assigned )

COPY

ESTABLISHMENT OF RIGHT OF ASSIGNEE TO TAKE ACTION  
AND  
REVOCATION AND POWER OF ATTORNEY

Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

The undersigned is empowered to act on behalf of the assignee below (the "Assignee"). A true copy of the original Assignment of the above-captioned application from the inventor(s) to the Assignee is attached hereto. This Assignment represents the entire chain of title of this invention from the Inventor(s) to the Assignee.

I declare that all statements made herein are true, and that all statements made upon information and belief are believed to be true, and further, that these statements were made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that willful, false statements may jeopardize the validity of the application, or any patent issuing thereon.

The undersigned hereby revokes any previous powers of attorney in the subject application, and hereby appoints the registrants of Knobbe, Martens, Olson & Bear, LLP, 620 Newport Center Drive, Sixteenth Floor, Newport Beach, California 92660, Telephone (949) 760-0404, Customer No. 20,995, as its attorneys with full power of substitution and

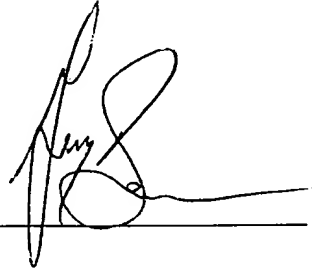
App. No. : 09/456,196  
Filed : December 8, 1999

revocation to prosecute this application and to transact all business in the U.S. Patent and Trademark Office connected herewith. This appointment is to be to the exclusion of the inventor(s) and his attorney(s) in accordance with the provisions of 37 C.F.R. § 3.71.

Please use **Customer No. 20,995** for all communications.

Dated: 8/10/00

MediaDNA, Inc.

By:   
Greg Benson

Title: CEO

Address: 2223 Avenida de la Playa, Suite 105  
La Jolla, California 92037

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032200

Application No.: 09/456,796  
Filing Date: December 8, 1999

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PATENT  
Client Code: MEDIDNA.018A  
Page 1



ASSIGNMENT

WHEREAS, We, Greg Benson, a United States citizen, residing at 7550 Hillside Drive, La Jolla, CA 92037 and Edward Hackbarth, a United States Citizen, residing at 7255 Shoreline Drive, Stockton, CA 95219, have invented certain new and useful improvements in a SYSTEM AND METHOD FOR CONTROLLING USAGE OF DIGITAL OBJECTS for which we have filed an application for Letters Patent in the United States, Application Number 09/456,796, filed on December 8, 1999;

AND WHEREAS, MediaDNA, Inc. (hereinafter "ASSIGNEE"), a California Corporation, with its principal place of business at 2223 Avenida de la Playa, Suite 105, La Jolla, California 92037 desires to acquire the entire right, title, and interest in and to the said improvements and the said Application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said inventors, do hereby acknowledge that we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under the said improvements, and the said application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we will communicate to the said ASSIGNEE, successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 10 day of Aug, 2000.

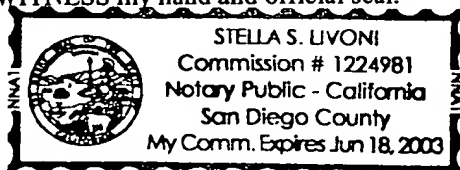
  
\_\_\_\_\_  
Greg Benson

STATE OF CALIFORNIA ]  
COUNTY OF SAN DIEGO ] ss.

On 8/10/00, before me, STELLA S. LIVONI, personally appeared Greg Benson personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

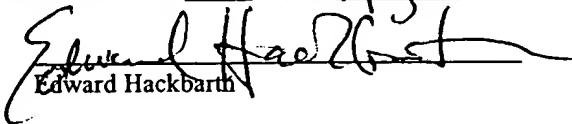
[SEAL]



  
\_\_\_\_\_  
Notary Signature

COPY

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 2<sup>nd</sup> day of August, 2000

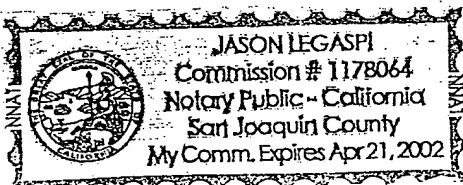
  
Edward Hackbarth

STATE OF CALIFORNIA  
COUNTY OF SAN JOAQUIN } ss.

On AUGUST 02, 2000, before me, JASON LEGASPI, personally appeared Edward Hackbarth ~~personally known to me~~ (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



  
Notary Signature

COPY

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California

County of

SAN DIEGO

SS.

On

8/10/00  
Date

, before me,

STELLA S. LIVONI  
Name and Title of Officer (e.g., "Jane Doe, Notary Public")

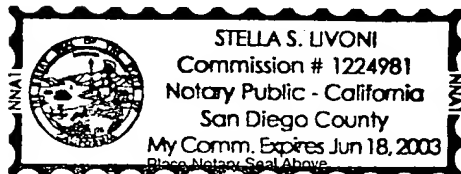
personally appeared

GREG PAUL BENSON  
Name(s) of Signer(s)

☒ personally known to me

☐ proved to me on the basis of satisfactory evidence

to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

Stella S. Livoni  
Signature of Notary Public

**OPTIONAL**

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

**Description of Attached Document**

Title or Type of Document:

USA PATENT ASSIGNMENT

Document Date:

8/10/00

Number of Pages:

1

Signer(s) Other Than Named Above:

**Capacity(ies) Claimed by Signer**

Signer's Name:

☐ Individual

☒ Corporate Officer — Title(s): C.E.O.

☐ Partner — ☐ Limited ☐ General

☐ Attorney in Fact

☐ Trustee

☐ Guardian or Conservator

☐ Other:

Signer Is Representing:

MEDIA ZNA, INC.

**RIGHT THUMBPRINT  
OF SIGNER**

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